

Message Text

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ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/CAGNE/LJENSEN:SIA

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COM/BIC/OED/SIP/BHAYDEN (SUBS)

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P 092235Z MAR 76

FM SECSTATE WASHDC

TO AMCONSUL CASABLANCA PRIORITY

UNCLAS STATE 057293

E.O. 11652:N/A

TAGS:BEXP, BFOL, MO

SUBJECT:MAJOR PROJECT: PROCUREMENT OF TELECOMMUNICATIONS
EQUIPMENT

REF: CASABLANCA 272 AND PREVIOUS

1. ORIGINAL CABLE ANNOUNCING THIS OPPORTUNITY (CASABLANCA
916) WAS PASSED TO COLLINS AND MOTOROLA BUT NEITHER
EXPRESSED INTEREST IN PURSUING SUBJECT.

2. WE REGRET POST EMBARRASSMENT AT LACK OF USDOC REPLY TO
YOUR REPEATED REQUESTS. ONE REASON FOR POOR COORDINATION
HERE IS THAT THE OPPORTUNITY, WORTH 18,000 DOLLARS TIMES
FIVE PACKAGES OR ABOUT 90,000 DOLLARS, IS NOT CONSIDERED,
RELATIVELY SPEAKING, AS A MAJOR PROJECT BY USDOC OR BY
INDUSTRY. THUS NO SPECIAL HANDLING WAS GIVEN TO ORIGINAL
CABLE. A SECOND REASON IS THAT OPPORTUNITY IS MORE FOR
EQUIPMENT THAN FOR A "PROJECT," THUS COMMERCE ACTION GROUP
FOR NEAR EAST DID NOT DISSEMINATE IT AS IT DONE FOR REAL
"MAJOR PROJECTS" INVOLVING LARGE TURNKEY INSTALLATIONS OR
DESIGN PACKAGES. THIRD, USDOC OFFICE WHICH DISSEMINATES
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TRADE OPPORTUNITIES TO TOP SUBSCRIBERS CLAIMS NOT TO HAVE

RECEIVED COPY OF ORIGINAL CABLE. THIS OFFICE NOW HAS A COPY
AND WILL TRANSPOSE INTO NORMAL TOP FORMAT FOR DISSEMINATION.

IN FUTURE, SUCH OPPORTUNITIES WOULD BE ROUTINELY
DISSEMINATED BY THIS OFFICE IF POST SUBMITS THEM IN TOP
FORMAT.

3. BIC/MAJOR EXPORT PRODUCTS DIVISION IS NOT ACTION
OFFICE FOR THIS OPPORTUNITY. CAGNE WOULD BE, IF IT
WERE CONSIDERED A MAJOR PROJECT. SINCE IT IS CONSIDERED,
INSTEAD, A PRODUCT OPPORTUNITY, THE ACTION OFFICE IS BIC/
STRATEGIC INDUSTRIAL PRODUCTS DIVISION. LATTER OFFICE
IS GIVING ATTENTION TO THIS OPPORTUNITY BUT NORMALLY
GIVES SPECIAL HANDLING TO MAJOR PRODUCT LEADS VALUED AT
1 MILLION DOLLARS MINIMUM. KISSINGER

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